SWAMI RAMANAND TEERTH MARATHEWADA UNIVERSITY, NANDED

Proposed Synopsis For the Ph.D. Degree in Commerce

SUBMITTED TO

"A Study of marketing strategy and it's impact on financial status of Mi-lifestyle Marketing Global Pvt Ltd."

By

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Introduction

As competition increases extensively, the organization has to look for some different andinnovatine ways to do their business sustain in the market for long time. Traditional system of distribution is more rigid and more costly so that the price of the final product goes on increasing, as organization has to pay some commission to the intermediaries. This is the main problem between traditional distribution and direct selling system.

Traditional business if facing the challenges of increasing competition continuously rising marketing costs, decreasingresponse rates and lack of direct relationship with its customers. As the market is highly competitive and products are overwhelming in order to retain its customers and move away from traditional aggregate- level mass marketing programs use of direct marketing as their strategy for interaction with its customers.

Multi level marketing is a business form that originated in the United States during 1950's From there onwards, network marketing companies have gained exceeding ground and have become widely.spread and recognized, especially during past ten years. Companies such as Tahitian Now International, Herbal Life, Ori Flame, RCM, Amway, mary kay, Tupperware, Modicare and Mi-Lifestyle Marketing global Pvt. Ltd. are all examples of well known network marketing companies.

More and more companies today are selling their products and services directly to customers without intermediaries and are thus identifying new prospects through a process called direct marketing.

Peterson defines direct selling as " face to face selling away from a fixed retail location " (Peterson, Albaum and Ridgway 1989)

Business organizations have long relied on direct marketing to target customers without spending a lot of money on retail distribution. However the Network (Multilevel) marketers have taken the direct model one step further, i.e not only they do the sales, but recruit and train new distributors i.e independent sales persons who are members in the network marketing company.

- **About the Company-**

Mi-Lifestyle Marketing Global Pvt.Ltd.co-

Mi- Lifestyle Marketing Global Private limited is a non-govt. company, incorporated on 14 th March 2013. It's a private unlisted company limited by shares. Company's authorized capital standy at Rs.200.00 Lakh and has 66.125 % paid up capital which is Rs. 132.25 Lakhs.

Mi- Lifestyle marketing Global Pvt.Ltd. is a direct selling company that deals with the distribution of a wide rage of high quality, lifestyle product directly to its consumers, who form the core of the company, Network of company's registered distributors are trained leaders and representatives who ensure that consumers get the best products. The profitable opportunities offered have influence many customers to purchase products from non-retail environments, owing to the expansion of direct selling across the country.

- **Mi-Products-**

Company provides the widest range of premium lifestyle brands which includes personal care Health Care, Body Care, Agro care, Grocery, Nutrition etc.

Mi-lifestyle business plans-

1) Retail Profit.
2) Sales Profit.
3) Performance bonus.
4) Rank income
5) Loyalty bonus.
6) Overriding bonus.
7) Royalty bonus.
8) Awards and rewards.
9) Nomination facility.

These are the nine marketing plans or ways through which direct seller / distributor can earn money in Mi-Lifestyle direct selling company.

- **Significance of Study-**

The present study has significance regarding the study of marketing strategy and its impact on financial status of direct distributors of Mi-Lifestyle Marketing Global Pvt.Ltd. as direct selling is an emerging concept in the developing country like India.

- **Objectives of the study –**

Every study of a subject is related with the positives and negatives of that subject. The major objectives of study are-

1) To identify the factors influencing to join as a distributor in Mi-Lifestyle Marketing Global Pvt.Ltd.
2) To evaluate the financial satisfaction level of distributor with Mi-Lifestyle Marketing Global Pvt.Ltd.
3) To analyse the role of Mi- Lifestyle marketing global Pvt.Ltd. in forming the earning sources for unemployed.

4) To study different marketing plans of mi- lifestyle Marketing Global Pvt/Ltd. for financial satisfaction of the distributors.

- **Hypothesis of study-**

The present study aims at testing the following hypothesis-

1) Distributors from parbhani and Nanded district are well developed by direct selling
2) Lack of proper awareness regarding direct selling in general.
3) Distributors suffers from various problems
4) There is no diffrence between direct distributors and indirect distributors.

- **Research Methodology –**

For the purpose of present study both types of data will be collected from primany and secondary sources.

- **PrimaryData-**

For the purpose of the study primary data will collected with the help of-

1) Well-structured questionnaire.
2) Field Survey
3) Interview / Discussion with the direct distributors in study area.

- **Secondary Data-**

Secondary data will be collected from the following sources-

1) Government and other publication

2) Journals
3) Published data
4) Books
5) Magazines
6) Newspapers
7) Websites
8) Research studies and other relevant documents etc.

- **Stastical Method-**

The collected data will be analyzed and interpreted by means of various stastical methods. Such as collection and classification of data tabulation of data graphical presentation of data charts, use of percentages, averages, spss software etc.

Thus the researchers will use various stastical methods for anyalysis and interpretation of data.

- **Sample selection-**

The present study related to cover direct distributors of Mi-Lifestyle Marketing Global Pvt.Ltd. from Parbhani and Nanded district Here we will be used simple random sample method to collect the data. Around 150 direct distributors will be choosenfrom both Parbhani and Nanded district.

- **Scope of the study-**

This study will a modest attempt to explore some of major issues involved in the impact of direct selling on the economy. The study will analyze the role of direct selling as an engine of economic and financial development in distributors.

- **Limitations of Study-**

The limitations of the present study are as follows-

1) The analysis is purely based on the primary data collected and secondary data available, these data will have its own limitations.
2) The study is limited only to two districts, therefore finding can't be extended to other areas.
3) Samples are limited.
4) Respondents are illiterate about research.

- **Chapter Scheme-**

The entire study is summarized in following chapters.

1) Introduction and desing of the study.
2) Review of literature and theoretical framework of the study
3) Industry and company profile .
4) Anyalsis and interpretation
5) Summary, findings, suggestions and conclusion.

- **Bibliography**

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